

**NEWSLETTER
JULY 2024**



ITServe Alliance
Empowering Local Employment

SYNERGY-2024
— ITSERVE ALLIANCE —
ANNUAL CONFERENCE - LAS VEGAS - OCT 29TH & 30TH

NOTABLE ACCOMPLISHMENTS

- ▶ Ms. Nooyi Led PepsiCo's growth from \$35 to \$63.5 billion
- ▶ Forbes "The World's 100 Most Powerful Women"
- ▶ TIME's "100 Most Influential People in the World"
- ▶ Author of the bestselling book "My Life in Full: Work, Family and our Future"
- ▶ The Pioneer of "Performance with Purpose" Initiative

Keynote Speaker

INDRA NOOYI

*Former Chairman and CEO
PepsiCo*



**29th & 30th
OCTOBER, 2024**



**CAESARS PALACE,
LAS VEGAS**

For More Details: www.itserve.org/synergy

SYNERGY CONFERENCE - 2024

(ITSERVE ANNUAL FLAGSHIP EVENT)

Join - Collaborate - Accelerate

 **29th & 30th
OCTOBER, 2024**

 **CAESARS PALACE,
LAS VEGAS**

[Click to Register](#)
[for](#)
[Synergy 2024](#)

Featured panels:

- * **Procurement Strategies**
- * **Mergers and Acquisitions Tactics**
- * **Financial Management**
- * **Government Contracting Insights**
- * **Near Shore Market Exploration**
- * **Contracts and Litigations**
- * **Immigration Panel**



NETWORKING



**INDUSTRY
EXPERTISE**



STARTUP-EXPO



MARKET-PLACE



**TECHNOLOGY
FORUMS-EXPO**



ABOUT ITSERVE ALLIANCE

Founded in 2010, ITServe Alliance is the largest association of Information Technology Services Organizations functioning across the United States. Established with the objective of being the collective voice of all Information Technology companies functioning with similar interests across the United States, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success.

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LEADERSHIP BOARD

IN FOCUS

ITServe's Synergy 2024

A Thrilling Tech Conference Planned In Las Vegas

ITServe Alliance's annual signature event, Synergy 2024 is a thrilling tech conference planned to be held at Caesars Palace, Las Vegas from October 29th and 30th, 2024," Suresh Potluri, Director of Synergy 2024 announced. "At Synergy, you'll get to network with peers, learn from experts, and discover new and exciting developments in the IT Industry. Don't miss the chance to hear from inspiring speakers who will show us how to conquer the upcoming challenges and opportunities in information technology."

According to the Synergy Organizing Team, packed with educational and entertainment sessions, Synergy is a unique event that caters to one's body, soul, and mind. "As you invest time to build your thought leadership, you can unwind from your daily stress at the breakout sessions. Synergy 2024 is a promising two-day event for the entire IT community in the US. The floor at the event has fun and entertainment packed for the participants. They can add more fun to their productive experience with an extended stay in Caesars Palace, Las Vegas."

At Synergy 2024, an esteemed panel of industry leaders and visionaries will share their invaluable insights and share their expertise on ways to navigate the rapidly evolving landscape of technology and business. Participants will hear from influential figures and leaders from various sectors, providing unique perspectives and actionable strategies for driving innovation and growth.

"Synergy continues to add prominent speakers, and valuable sponsorships, and help grow a community network of industry professionals across the country," said Amar Varada, ITServe's Governing Board Chair. "Participants at Synergy 2024 will have a platform for IT company heads to come together to hear industry leaders speak, engage in discussions with lawmakers, participate in interactive breakout sessions, and deliberate on the latest trends, challenges, and opportunities in the world of IT Staffing and Technology."

Past speakers at Synergy included President Bill Clinton, President George W. Bush, Hillary Clinton, 67th United States Secretary of State, Nikki Haley, the first female governor of South Carolina, Steve Forbes, Chairman & Editor-in-Chief of Forbes Media, Sheila Bair, Former Chair of FDIC, Kevin O'leary, Venture Capitalist & Star of ABC's Shark Tank, Zack Kass, Technology Futurist, Specialist in Generative AI Solutions, Yuvraj Singh, International Cricketer Entrepreneur & Philanthropist, Sadhguru J V, Founder of ISHA foundation, Jason McCann, Co-Founder & CEO Vari, and, Verne Harnish, Founder, Author & CEO Scaling Up.

IN FOCUS

“Synergy 2024 is a unique venue for the collision of brilliance, a networking supernova, and a tech safari all rolled into one,” said Jagadeesh Mosali, National President of ITServe Alliance. “As you are aware, ITServe Alliance’s Synergy is the only one-of-a-kind conference delivering innovative strategies, unique insights, and proven tactics for success, exclusively for IT service companies and individuals.”

Synergy 2024 will focus on developing strategic relationships with partner organizations, sponsors, and supporters, to work for a better technology environment by building greater understanding. Breakout Sessions are other unique ways for every member to dive deep into specific topics and explore practical solutions to common challenges faced by executives in today’s competitive market, with interactive sessions tailored to your professional interests and expertise.

With Panel Discussions that are vital to the ITServe members, who are entrepreneurs, Synergy 2024 will be packed with sessions on Startup Cube Panel, CIO/CTO Panel, Financial Panel, Workforce & Contingency, Staffing Panel, Contracts & Litigations Panel, Mergers & Acquisitions Panel (M&A), Immigration Panel & Federal Contracting.

Networking and connecting with fellow CEOs and CxOs from leading organizations gives participants a platform to exchange ideas, forge new relationships, and uncover potential opportunities for collaboration and expansion in an environment designed to foster growth and success.

At the dozens of Business Expo Booths, Synergy delegates can explore a dynamic marketplace featuring a diverse range of vendors and service providers, offering unparalleled opportunities for networking, collaboration, and strategic partnerships. It’s crucial to stay informed about financial trends, budgeting strategies, and navigating fund crises, especially when dealing with delayed payments. Being part of and attending a financial panel at Synergy is a great opportunity to learn from experts in the field.

Understanding Mergers and Acquisitions tactics is essential for strategic growth, successful integrations, and maximizing business value. By attending our Mergers and Acquisitions panel, one will gain valuable insights from industry leaders.

In addition, participants will have opportunities to discover cutting-edge solutions and innovative technologies from ITServe’s trusted partners, designed to optimize their business operations, enhance efficiency, and drive sustainable growth.

Summarizing the mission of ITServe Alliance and Synergy 2024, Anju Vallbhaneni, President-Elect of ITServe said, “We believe in developing strategic relationships with our

IN FOCUS

partner organizations to work for a better technology environment by building greater understanding. Come and join us on our journey. Let us be your voice when it comes to Information Technology.”

Synergy 2024 will provide a platform for 3,000+ CXOs from hundreds of multi-national companies to come together to hear industry leaders speak, engage in discussions with lawmakers, participate in interactive breakout sessions, deliberate on the latest trends, challenges, and opportunities in the world of IT Staffing and Technology.

Founded in 2010, ITServe Alliance is the largest association of Information Technology Services organizations functioning across the United States. Established to be the voice of all prestigious Information Technology companies functioning with similar interests across the United States, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success.

Over the years, ITServe Alliance has established a name for itself as the center point of information for its members, covering various topics ranging from immigration, technology, economy, and much more. ITServe Alliance now has 22 Chapters in several states across the United States, bringing the Synergy Conference to every part of this innovation country. “Want to deepen your knowledge in these critical areas? Purchase your pass at a reduced price of \$1000 and join us at the event. Don’t miss out on this invaluable opportunity!”

ITServe Alliance's Capitol Hill Day Rescheduled For September 18, 2024

"ITServe Alliance has planned to have our next in-person Capitol Hill Day in Washington, DC on September 18th, 2024," said Nayan Joshi, Director of ITServe Alliance Policy Advocacy Committee (PAC). "The original plan to host the Capitol Hill Day on July 31st was moved to September as both the Chambers, the US Congress, and Senate have ended their current sessions earlier than their scheduled dates, and members of both the Chambers have returned to their Districts and states."

The PAC and Connected PAC members actively worked hard and participated in the first-ever in-person Capitol Hill Day organized by ITServe Alliance in Washington, DC on July 19th, 2023. Their efforts resulted in having overwhelming support from the nearly 180 key US Representatives and Senators, including influential committee chairs and members from both the Democrat and Republican Parties whom ITServe members met, eliciting support for the causes put forth by ITServe. In 2024, organizers of ITServe's Capitol Hill Day are hoping to have maximum participation and impact from the event.

"ITServe was born out of the necessity to protect the interests of the member companies of ITServe," said Gopi Kandukuri, CPAC – Board Director. "To achieve our goals that benefit the ITSector companies, the labor force, and the larger US economy, our process hinges on our 3 fundamental pillars of the ITServe PAC: educate, lobby, and litigate."

"ITServe Alliance is consistently working to protect its members' needs. To that end, ITServe Alliance, through its PAC teams advocates on Capitol Hill and with the US Administration. Capitol Hill Day serves as a perfect platform to communicate our collective voice with key policymakers on important issues to our members," added Kris Gadde, CPAC – Board Director.

"ITServe Alliance has been consistently working to protect the needs of its members," said Amar Varada, ITServe's Chair of the Governing Board. "To that end, ITServe Alliance has been lobbying with the Lawmakers on behalf of its members on Capitol Hill and with the US Administration. Our process hinges on the three fundamental pillars of the ITServe PAC: educate, lobby, and litigate. And, our ultimate mission is to keep the innovation and jobs within the country."

Stressing the importance of ITServe and the Legislative Day, Jagadeesh Mosali, President of ITServe said, "ITServe Alliance's Capitol Hill Day has effectively served as a powerful platform in educating policymakers on the issues that are important to our members and the business community, ensuring that our needs and views are reflected in policy debates and outcomes on Capitol Hill. The U.S. needs to maintain its leadership in technology and innovation."

IN FOCUS

Foreign (nonimmigrant) workers fill a critical need in the U.S. labor market. Particularly in the technology field. Every year, U.S. employers seeking highly skilled foreign professionals submit their petitions for the pool of H-1B visa numbers for which U.S. Citizenship and Immigration Services (USCIS) controls the allocation. With a low statutory limit of visa numbers available, demand for H-1B visa numbers has outstripped the supply in recent years, and the cap has been reached quickly. Despite current rhetoric, research shows that H-1B workers complement U.S. workers, fill employment gaps in many technology occupations, and expand job opportunities for all.

Foreign-born workers with technology skills have joined with native-born workers with technology skills to build a dynamic economy in the United States. Studies have shown that skilled immigrants' contributions to the U.S. economy help create new jobs and new opportunities for economic expansion. It is estimated that an increase in H-1B visas could create an additional 1.3 million new jobs and add close to \$158 billion to the gross domestic product in the United States by 2045.

ITServe supports the HIRE ACT Bill (High Skilled Immigration Reform for Employment), introduced in Congress recently. Innovation, STEM education, and avoiding brain drain are the highlights of the Bill. Another area, where ITServe has focused is the STEM Program to promote the "American Ingenuity Account" to fund State-administered grants for STEM education and worker training. Enhancing the current H1B CAP limits – from 65,000 to 130,000 per year has been a major area where ITServe has placed its efforts in recent years.

Capitol Day is the perfect way for ITServe Alliance to use its collective voice to communicate with policymakers on the issues that are important to our members.

Anju Vallabhaneni, President-Elect of ITServe, while summarizing the importance of Capitol Hill Day said, "ITServe Alliance is consistently working to protect its members' needs. To that end, ITServe Alliance, through its PAC team, is advocating on Capitol Hill and with the US Administration. ITServe Alliance will continue to use our collective voice to communicate with policymakers on important issues that are impacting our members."

In addition to addressing key concerns faced by small businesses, including high-skilled immigration reforms, a major objective of Capitol Hill Day is to showcase to the Lawmakers some of the significant contributions of the ITServe member companies to the country's economy through Technology & Innovation, local employment, CSR activities, and STEM education.

"At ITServe's PAC, we advocate for more robust and favorable policies that benefit small & medium IT Companies," said Joshi. "We work towards protecting our ITServe member companies from Agency overreach, egregious rules & regulations, unjustified fee increases, and unnecessary & time-consuming department visits. Come join us on July 31st to make our voices heard on the corridors of power."



SPOTLIGHT

SIVA MOOPANAR

DIRECTOR - BENEFITS

Interviewer: Could you tell us briefly about yourself and your professional accomplishments?

Siva Moopanar: I am a serial entrepreneur and a high-performance information technology leader with 30 years of technical and leadership experience, as well as a commercial real estate investor. I serve as the President & CEO of Edify Technologies, a Chicago-based IT services firm founded in 2002, with offices in Naperville, IL, Baltimore, MD, and Chennai, India, specializing in IT solutions for federal and state governments in the US. I graduated with MBA Degrees from Annamalai University in 1994 and Advanced Executive Management at Kellogg School of Management, Chicago, IL.

Interviewer: Your association with ITServe and the roles you have played thus far:

Siva Moopanar:

Chapter: I have been with ITServe since 2016, from the inception of the Chicago Chapter, the first chapter outside of Texas. I have served as a core committee member, treasurer, secretary of the chapter, and chapter president in 2020.

SYNERGY: Facility Lead in Synergy 2019, Food Committee Lead in Synergy 2022, Chair of the PAC Panel, Food RFP Committee, moderators' selection, and ITServe Awards.

National: PAC Chair in 2021, PAC Director in 2022 & 2023, Benefits Director in 2024.

Interviewer: As the Director of Benefits, can you enumerate tangible benefits each ITServe member receives by being part of ITServe?

Siva Moopanar:

- **Hotel:**

- ITServe has an agreement with Extended Stay America Hotel: 5% discount.

- **Stationeries and Computers:**

- Quill.com (Staples sister company) – 12% to 56% discount.

- **Immigration:**

- Sommi Reddy Law Firm: 5% discount.
- BBI Law Group, P.C. (Banu Illendra): 5% discount.

- **Accounting:**

- AG Fintax: 5% discount.



SPOTLIGHT

SIVA MOOPANAR

DIRECTOR - BENEFITS

- **Ten Chapter Monthly Meetings:**
 - **Each monthly meeting will cost at least \$75/head. Total: \$750.**

Interviewer: The current ITServe leadership's major focus is enhancing Member Benefits. What are some of the new benefits ITServe plans to offer to its members?

Siva Moopanar: We are working on major job boards such as Dice, LinkedIn, and Techfetch, HR Portals, VOIP phone services, email servers, and more.

Interviewer: How do you inform potential members about the benefits ITServe offers to new members?

Siva Moopanar: We constantly update the chapter members via Chapter Presidents and Chapter Benefits POCs. They are the best ambassadors to attract new members.

Interviewer: What is the secret behind making ITServe a successful organization?

Siva Moopanar: ITServe is the only organization in the US that connects the majority of small and mid-sized IT service companies, bringing the best and brightest from around the world and ensuring that innovation happens in this great country, America.

Interviewer: What is your vision for ITServe?

Siva Moopanar: To perform strategic thinking and planning, help in achieving the mission and vision, honor organizational values, promote a positive public image, and approve operational and annual plans. We aim to consider the big picture while being goal and future-oriented, without getting caught up in minutiae.

Interviewer: Anything else you want to share with us?

Siva Moopanar: Industry is experiencing a downturn, and technology is shifting rapidly. At ITServe, we are working to educate our members on adapting to these new norms.



SPOTLIGHT

ASHOK DANDAMUDI

DIRECTOR - SPONSORSHIPS

Interviewer: Could you tell us briefly about you, your professional accomplishments

Ashok Dandamudi: As the Founder and CEO of InnovIT USA Inc., a fast-growing global company, and having over two decades of experience in Leadership, Entrepreneurship, Software, and Investments, I am excited to lead a highly professional, knowledgeable, and experienced team of staff, who are committed to learning the needs of our clients around the world and offering them quality and cost-effective IT solutions and services, that include innovative web development solutions and mobile app solutions.

Interviewer: Your association with ITServe and the roles you have played thus far

Ashok Dandamudi: I have been associated with ITServe for over eight years now. Joining ITServe as an ordinary member, I have been fortunate to be able to play some key leadership roles, serving this noble organization and its fast-growing member companies. I was entrusted with the task of leading the Philadelphia Chapter for two years, where I oversaw the expansion of the Chapter and initiated numerous activities benefitting the members and the local community.

Last year, as the Director of Public Relations and Media, I was able to initiate and set new standards, taking our message to several media outlets and thus making our visibility greater across the United States. I was able to plan and utilize all social media platforms, doing outreach to the existing and potential members. With the introduction of a Content Consultant, we were able to enhance the content of the monthly e-newsletter with Interviews of Leadership, a new way to communicate with our members regarding the programs, and initiatives of the organization as a whole, and helped reach several ethnic and mainstream media for coverage of ITServe to the larger community. We also created an Automated Internal PR Media Requests handling process through a ticketing system, responding to member questions in a timely and efficient manner.

Interviewer: As the Director of Sponsorship, how do you see the current year shaping up. What is your goal for the year?

Ashok Dandamudi: In my role as the Executive Board Director for Sponsorship, I am entrusted with the task of raising funds for our organization. A daunting task indeed, but with a great team and members and others, who have been generous in supporting the great causes we support, we have been working towards raising funds to support the numerous initiatives of ITServe.



SPOTLIGHT

ASHOK DANDAMUDI

DIRECTOR - SPONSORSHIPS

Every year, as ITServe expands its services and works on new initiatives, there is a need for more resources and more money to raise. This year our goal is to raise more than the past years and reach newer goals, benefiting our organization and the many noble endeavors. And, with the active support and collaboration from the Sponsorship Chairs, Venkat Yellaula and Venu Gopal Chinnam, we are hoping to reach out target and beyond.

Interviewer: What are the challenges you face in raising funds for ITServe and how do you manage them

Ashok Dandamudi: At ITServe, we are a volunteer-based not-for-profit organization. All of us devote our time, energy, and skills voluntarily to the growth of ITServe as we all love its mission. Finding time and connecting with potential sponsors at a time and venue convenient to them is a challenge.

Also, when the national economy is slow and inflation is high with profit margins for companies being impacted, it's a challenge to raise funds. In addition, high interest rates play havoc with sponsors' ability to donate funds to nonprofits. Often fundraising is done through personal contacts and making sure our potential sponsors recognize the value of giving money to ITServe. Making them aware of the value and the good causes they are supporting by contributing to ITServe is yet another challenge.

Interviewer: How is the money being raised is being used by ITServe

Ashok Dandamudi: The funds raised every year are spent in a transparent manner to enhance the mission of ITServe across the chapters, regions, and nationally. Whether it be the annual Lobby Day, the regional or chapter meetings, and general body meetings, the money raised by ITServe is spent wisely accounting for every dollar that is raised. A major chunk of the funds is also utilized on our Synergy conference which is the annual flagship event of ITServe Alliance.

In addition to member benefits and safeguarding member interests, which are the core values of ITServe, in recent years, ITServe has devoted much focus and effort to empowering local communities through STEM Education, which has been a main goal of ITServe. Many new CSR initiatives have been launched including STEM training, STEM internships. Awarding STEM scholarships of \$5,000 each to potential students is another way to strengthen our efforts to help raise local talent. The funds are also used for many other CSR programs including support to food banks, schools, hospitals, first responders are other initiatives through which ITServe continues to make a positive impact on our local communities.



Visit Website for Details: events.itserve.org/synergy

2024 SYNERGY ANNUAL CONFERENCE

(ITServe Alliance Flagship Event)

JOIN - COLLABORATE - ACCELERATE



ITServe Alliance
Empowering Local Employment



ELITE MEMBER BENEFITS

\$5000
EARLY BIRD
DISCOUNT

ENDS ON
AUGUST 31

- One Elite Pass
- One Diamond Pass

PRIMARY ELITE TICKET BENEFITS

- Elite area seating for Cocktail night
- Elite area seating for Banquet night
- Elite Dinner and Vegas style entertainment (6PM – 10PM on Oct 28th)
- Exclusive Elites WhatsApp group for business growth activities
- Exclusive Elite member WhatsApp promotion in home chapter WhatsApp group
- Limo Pickup from airport to the hotel
- Red Carpet welcome at the hotel on arrival
- 40% discount on Silver Sponsorship (*)
- 50% Discount in Journal Print & Digital advertisement
- Exclusive Procurecon Matchmaking with Clients and MSP's
- Dedicated breakfast and lunch areas
- Access to Elite lounge
- Promotion during Synergy

(*) Only to display your IT Services \ Product

Synergy Director:

Suresh Potluri

+1 (859) 221-2248

Elite Chairs:

Ravi Komatireddy

+1 (401) 369-4185

Suresh Kandala

+1 (251) 214-6642



ProcureCon Matchmaking
With Clients & MSP's



One Hotel Room
for 3 Nights



Elite Member email
promotion to all
ITServe members



Website and
Conference Journal
Elite Listing



Oct 29-30, 2024



Caesars Palace

3570 S Las Vegas Blvd, Paradise, NV 89109

Solutions Partner Sponsor

Solutions Partner
Dates are
Oct 29 - 30, 2024

~~\$12,500~~
\$10,000
20% OFF
FOR MEMBERS

UNIQUE OPPORTUNITY TO SHOWCASE YOUR
IT SOLUTIONS, SERVICES & PRODUCTS

Benefits:

- * Silver Booth Space (10x10 booth) to Showcase your Own Company ITServices Solutions & Products
- * Group Promotion: Your company will be included in a group flyer that will be promoted in all Regional WhatsApp groups and sent via E-Mail to all ITServe members.
- * 1/4 Page Advt. in Conference Journal
- * 2 Diamond Passes
- * 1 Hotel room with 3 Nights

 **Oct 29 - 30, 2024**

 **Ceaser Palace,
Las Vegas**

CONFERENCE DIRECTOR

Suresh Potluri
+1 (859) 221-2248

Conference Solutions Chair

Manohar Kasagani
+1 (281) 691-0024

*This sponsorship package does not include benefits related to real estate promotions

SYNERGY GRAND SPONSORS



SYNERGY PLATINUM SPONSORS



Atlanta | Austin | Bay Area | Charlotte | Chicago | Columbus | Dallas | Detroit | DMV | Florida | Houston
Los Angeles | Maryland | Minneapolis | New England | North East | Philadelphia | Phoenix | Raleigh | Seattle | St. Louis

Silver Sponsorship



\$12,500

Expand Your Reach with Our Exclusive Sponsorship Opportunities

As a Silver Sponsor, you will gain access to a wide array of promotional benefits designed to increase your visibility and connect you with your target audience.

Benefits:

- * Silver Booth Space (10x10 booth) to Showcase any of your Services and Solutions
- * Group Promotion: Your company will be included in a group flyer that will be promoted in all Regional WhatsApp groups and sent via E-Mail to all ITServe members.
- * 1/4 Page Advt. in Conference Journal
- * 2 Diamond Passes
- * 1 Hotel room with 3 Nights

Silver Sponsorship Dates are
Oct 29 - 30, 2024



Oct 29 - 30, 2024



**Ceaser Palace,
Las Vegas**

CONFERENCE DIRECTOR

Suresh Potluri

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Silver Sponsorship Chair

Kalyan Vijai

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SYNERGY GRAND SPONSORS



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Los Angeles | Maryland | Minneapolis | New England | North East | Philadelphia | Phoenix | Raleigh | Seattle | St. Louis

Solution Partner Sponsor (For Elite Members)

**Solutions Partner
Dates are
Oct 29 – 30, 2024**

~~\$12500~~
\$7500
**40% OFF FOR
ELITE MEMBERS**

UNIQUE OPPORTUNITY TO SHOWCASE YOUR IT SOLUTIONS, SERVICES & PRODUCTS

Benefits:

- Silver Booth Space (10x10 booth) to Showcase your Own Company ITServices, Solutions & Products
- Group Promotion: Your company will be included in a group flyer that will be promoted in all Regional WhatsApp groups and sent via E-Mail to all ITServe members.
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- 2 Diamond Passes
- 1 Hotel room with 3 Nights



Oct 29 – 30, 2024



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LAW GROUP
www.somireddy.com

BBI Law Group, P.C.
www.ilindralawgroup.net

Q1TECH
www.q1tech.com

Attention **STARTUPS** Seeking Investment!

Are you an ambitious startup looking for funding & support ?

If yes, apply for **ITServe Angels!**

WHY CHOOSE US?

Substantial Investment:
Over \$6 Million
Invested Last Year

Vibrant Network:
2300
Entrepreneurs

Expert Guidance:
Benefit from
Experienced
Entrepreneurs

How to Apply

Send us an email at angels@itserve.org with:



**Brief Intro to
Your Startup**



**Problem You're
Solving and
Your Solution**



**Current Stage
and Traction**



**Funding
Requirements
("ask")**

JULY ACTIVITIES & MONTHLY MEETINGS

NATIONAL

Special Webinar on Protecting Businesses & Making our Voice Heard - Virtual held on 9th July

The Speaker for the event was Monte Ward Shared insights on Information on Protecting businesses and making our voice heard to drive positive change.

ATLANTA CHAPTER

Atlanta Chapter Lunch & Learn with Vendorship - In-Person held on 10th July

The Atlanta Chapter Monthly Meet event provided an opportunity for in-person networking and shared insights on "Let's Learn: Doing Business with the Government." We covered how to get started, where to begin, existing opportunities, and scaling strategies.

Atlanta Chapter Monthly Meeting And Sports Event - In-Person held on 26th July.

The Atlanta Chapter Monthly Meeting event created an opportunity for in-person networking, and everyone spent a memorable day together & Golf Sports Event was a fantastic activity, with everyone participating actively.

CHICAGO CHAPTER

Chicago Chapter CSR Blood Drive - In-Person held on 13th July.

The ITServe Alliance Chicago Chapter has shown its commitment to social responsibility by donating \$1,000 to the local fire department. This helping hand enhances the safety and well-being of our community, ensuring that Chicago is better prepared for emergencies. This donation is a meaningful step towards fostering a safer environment and making a positive societal impact.

Chicago Chapter Monthly Meeting - In-Person held on 23rd July

The Speakers for the event are Bich-Thuy Le & Shailu Tipparaju Shared insights on AI: Changing the Way We do IT & Crisis Leadership and Strategic Conversation with Customers.

AUSTIN CHAPTER

Austin Chapter Monthly Meeting - In-Person held on 16th July

The Speaker for the event was Krishna Garimella shared valuable insights on his comprehensive E-Verify guidelines, and Rave Pare, for the latest technology updates.

COLUMBUS CHAPTER

Columbus Chapter Monthly Meeting - In-Person held on 24th July

The Speaker for the event was Nikhil Gopalani shared valuable insights on Growing a business from the ground up to selling to a F100 (Nike) & Raising venture capital.

JULY MONTHLY MEETINGS UPDATES

DALLAS CHAPTER

Dallas Sponsor Appreciation Monthly Meeting - In-Person held on 24th July

The Dallas Sponsor Appreciation Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

DMV CHAPTER

DMV Chapter Monthly Meeting - In-Person held on 30th July

The Speaker for the event was Viral Dalal, shared valuable insights on Who was buried alive for five days and survived and Documentaries have been made on him.

FLORIDA CHAPTER

Florida Chapter CSR Activity - In-Person held on 21st July

ITServe Alliance Florida Chapter participated in a heartwarming CSR activity at Feeding Tampa Bay's Trinity Cafe Nebraska, serving hot Sunday breakfast to 170 community members. Huge thanks to Feeding Tampa Bay and Trinity Cafe for including us in this noble cause, and to all ITServe members who joined. Your generosity and spirit of service truly make a difference.

HOUSTON CHAPTER

Houston Chapter Monthly Meeting - In-Person held on 31st July.

The Houston Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

NEW JERSEY CHAPTER

New Jersey Chapter CSR Activity - In-Person held on 24th July.

The ITServe Alliance New Jersey Chapter recently held a CSR activity, donating \$1,500 to the fire department. Thank you to the team for your support; this donation will aid in training and enhance community safety. We appreciate everyone involved in making this a success.

New Jersey Chapter Monthly Meeting & Sports Even - In-Person held on 18th July.

The New Jersey Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.& The golf tournament promoted physical activity and strengthened community bonds.

PHILADELPHIA CHAPTER

Philadelphia Chapter Monthly Meeting - In-Person held on 25th July.

The Speaker for the event was Jen Nash, shared valuable insights on The Big Power of Tiny Connections.

ITSERVE JULY CSR ACTIVITIES

ITServe Chicago Chapter CSR Activity

The ITServe Alliance Chicago Chapter has shown its commitment to social responsibility by donating \$1,000 to the local fire department. This helping hand enhances the safety and well-being of our community, ensuring that Chicago is better prepared for emergencies. This donation is a meaningful step towards fostering a safer environment and making a positive societal impact.



ITSERVE JULY CSR ACTIVITIES

ITServe Florida Chapter CSR Activity

ITServe Alliance Florida Chapter participated in a heartwarming CSR activity at Feeding Tampa Bay's Trinity Cafe Nebraska, serving hot Sunday breakfast to 170 community members. Huge thanks to Feeding Tampa Bay and Trinity Cafe for including us in this noble cause, and to all ITServe members who joined. Your generosity and spirit of service truly make a difference.



ITSERVE JULY CSR ACTIVITIES

The ITServe Alliance New Jersey Chapter:

recently held a CSR activity, donating \$1,500 to the fire department. Thank you to the team for your support; this donation will aid in training and enhance community safety. We appreciate everyone involved in making this a success.



IMMIGRATION NEWS

USCIS Raises Investment Thresholds for International Entrepreneur Rule to Boost High-Potential Startups

The US Citizenship and Immigration Services (USCIS) will implement new investment and revenue thresholds under the International Entrepreneur Rule starting October 1. This rule, established in 2017, allows the Department of Homeland Security to use its parole authority to grant a period of authorized stay to noncitizen entrepreneurs on a case-by-case basis.

To qualify, these entrepreneurs must demonstrate that their startup has the potential for rapid growth and job creation, thereby providing a significant public benefit.....

[Click to Know More](#)



USCIS Will Conduct a Second Random Selection for Regular Cap from Previously Submitted FY 2025 H-1B Cap Registrations

In March, USCIS conducted an initial random selection on properly submitted electronic registrations for the fiscal year 2025 H-1B cap, including for beneficiaries eligible for the advanced degree exemption. Only those petitioners with selected registrations for FY 2025 are eligible to file H-1B cap-subject petitions during the filing period on their registration selection notice. The initial filing period for those with selected registrations for FY 2025 was from April 1 through June 30, 2024.

We recently determined that we would need to select additional registrations for unique beneficiaries to reach the FY 2025 regular cap numerical allocation.....

[Click to Know More](#)

SPONSORSHIP OPPORTUNITIES FOR SYNERGY 2024

Dear Supporters of ITServe:

This is to express our sincere appreciation and gratitude for being a Sponsor of ITServe Alliance's Flagship Annual Conference, Synergy 2023. With your support, we have had a highly successful conference in 2023, benefitting ITServe members, vendors and sponsors.

We are reaching out to you to continue your support for the Synergy 2024, which will be held at the electric city of Las Vegas, at the Caesars Palace, the legendary hotspot where fortunes favor the BOLD on October 29-30, 2024.

It's a collision of brilliance, a networking supernova, and a tech safari all rolled into one. As you are aware, ITServe Alliance's Synergy is the only one-of-a-kind conference delivering innovative strategies, unique insights, and proven tactics for success, exclusively for IT service companies and individuals.

With the theme, "Technology, Member Benefits and Diversity" we are working hard to streamline the Synergy Conference process, increase the brand value of our Synergy, and promote diversity to establish it as a recognized America's biggest IT Staffing conference by mainstream media similar to SIA, HR World, Inc 5000.

Synergy 2024 will provide a platform for 3,000+ CXOs from hundreds of multi-national companies come together to hear industry leaders speak, engage in discussions with lawmakers, and participate in interactive breakout sessions, deliberate on the latest trends, challenges, and opportunities in the world of IT Staffing and Technology.

With an esteemed panel of keynote speakers, industry experts, and thought leaders, who will share their insights and best practices on a diverse range of topics, Synergy 2024 will focus on developing strategic relationships with our partner organizations, sponsors and supporters, to work for a better technology environment by building greater understanding.

Your valuable presence and support for Synergy 2024 will help us provide business owners, entrepreneurs, and executives with strategies and solutions that address the unique needs of the IT Solution & Services Industry.

You'll get to network with peers, learn from experts, and discover new and exciting developments in IT. Don't miss the chance to hear from inspiring speakers who will show us how to conquer the upcoming challenges and opportunities in information technology.

Come, join us and be part of our journey. Let us be your voice when it comes to Information Technology.

ITSERVE ALLIANCE 2024

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MEMBER BENEFITS

ITServe is providing excellent benefits to members. The benefits team continuously works to enhance benefits for members. Here are some Benefits below that can help:

- ADP Payroll discount of 60%
- MS Office 365 Business basic \$1.8 per month for User MS Office 365
- Business Standard \$12 per month for user
- Comprehensive Smart Pack with Fed and drug test \$72.43 from USA Facts
- No out-of-pocket fee! No retainers or hourly rates for Collection Agency

Please feel free to reach the benefits team by E-Mail: benefits@itserve.org



“SPORTS & WELLNESS” Program at ITServe Alliance

Staying FIT physically and mentally is the key to keeping pace with the fast-paced world we all live in as entrepreneurs. Being fit and healthy goes without saying to make a difference in our professional and personal lives and maintain balance.

As you all know, the pandemic has taught us the importance of being healthy and its impact on our lives, our families, the well-being of the employees, and the overall organization in general. Some of the benefits we envision through these physical activities and staying engaged will:

- Instill discipline, confidence, team bonding & building, co-existence in a fun-filled environment.
- Help to improve both mental & physical health.
- Enhance member engagement at ITServe through sporting events.
- As the saying goes, healthy minds have more and make a positive contribution to their communities.

ITServe is excited to announce a new initiative to help our members relieve some stress from day-to-day activities by introducing a sports and wellness program. The program in the inaugural year will have Badminton, Cricket, Golf, Table Tennis & Volleyball with Yoga. Complete program details will be published soon.

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?

**BECAUSE OF INCREASE (\$500) IN MEMBERSHIP FEE
ITSERVE WILL NOT FUNDRAISE FOR
PAC (POLICY ADVOCACY) & CSR.**

\$300 goes to PAC (Policy Advocacy):

- » Salary to Monte Ward (Government liaison officer)
- » Salary to Jon Wasden (Litigation Attorney)
- » Challenge the upcoming immigration reform which will ELIMINATE our current consulting model.
- » Passing of HIRE ACT
- PARTIAL LIST OF PAC ACHIEVEMENTS**
- » 3 years of H1B approval
- » Removal of Neufeld Memo/Client letter/Itinerary
- » Opposed OPT/CPT third-party placements
- » H1B lottery rule change
- » Historic ITServe memo
- » Reduced 221(G) at the consulates
(Savings: Several thousands of USD)

\$200 to CSR:

- STEM:**
- » Support local employment via
 1. Scholarships
 2. Training &
 3. Foster startups.
- » Lawmakers are appreciating and supporting this program
- NON-STEM:**
- » Getting closer to local communities
- » Convey to the public about our contribution to this country
- » Get ground level support to our high skilled immigration policies
(Savings: Several thousands of USD)

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?



* - Intangible benefits. We are currently working with other national brands. If you have any questions or leads please contact us via email benefits@itserve.org or call our team members.

UNLOCK EXCLUSIVE ITSERVE MEMBER BENEFITS TODAY!

HERE'S WHAT YOU GET AS AN ITSERVE MEMBER:

- Up to 60% discount* on ADP payroll and HR services
- Enjoy up to 12 months free* when you purchase a 401(k) plan
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and Get 4 Months Free Payroll Service + Discount!**



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ITServe Alliance

Membership



For Membership Visit:

www.bit.ly/ITServeMembershipApplication

PR & MEDIA TEAM

Amar Varada

Governing Board Chair 2024



Jagadeesh Mosali

President



Anju Vallabhaneni

President Elect



Suggestions:

Please feel free to E-Mail us at PR@itserve.org

Abhishek Boyanapally

Director - PR & Media



Ramesh Garlapati

Chair - PR & Media
(Internal)



Sridhar Reddyreddy

Chair - PR & Media
(Internal)



Karthik Chadawada

Chair - PR & Media
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